

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Cancelled)

12. (Cancelled)

13. (Cancelled)

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Currently Amended) A device for providing a salesperson with notification of consumer interactions with an employer of the salesperson, the device comprising:

a memory medium containing executable program instructions which, when executed by a processor, provide:

a system settings module, the system settings module permitting the salesperson to ~~set-up~~ define at least one target in a plurality of on-line communication channels between the salesperson and a customer associated with

~~the salesperson and to associate with at least one customer;~~

a channel monitor, the channel monitor enabling ~~an~~ the on-line communication channels between the salesperson and the ~~at least one~~ customer, the channel monitor analyzing the content of communications on the on-line communication channels for ~~ones of the~~ communications ~~that are~~ with the ~~at least one~~ customer associated with the salesperson and that include content matching with communications containing the at least one target ~~set up~~ defined by the salesperson~~[[;]]~~, the channel monitor generating notifications to the salesperson for the ~~ones of the~~ communications containing the at least one target; and

a report generator, the report generator receiving a query from the salesperson and reporting ~~ones of the~~ a notification history relating to communications containing the at least one target defined by the salesperson and matching ~~of~~ parameters of the query.

28. (Previously Presented) The device of Claim 27 further comprising:

a first authorization unit, the authorization unit requesting salesperson information prior to permitting access to the system settings module or the report generator

29. (Cancelled)

30. (Cancelled)

31. (Currently Amended) The device of Claim 27 wherein the on-line communication channels is comprise a public on-line communication channel or a restricted on-line communication channel.

32. (Original) The device of Claim 27 wherein the communication is between the customer and a representative of the employer or the customer and a customer peer.

33. (Cancelled)

34. (Original) The device of Claim 27 wherein target items comprise alphanumeric characters, alphanumeric strings, emoticons, names of product offerings or codes.